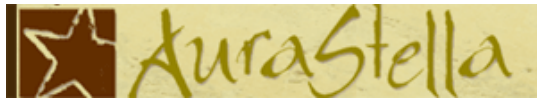


## MLM Company Profile: AuraStella, Inc.



\*\*\*\* Trademark of AuraStella, Inc.

### AuraStella, Inc.

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#### **Editor's Note:**

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmlegal.com](http://www.mlmlegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### **Founding Story**

AuraStella, Inc. is based out of Orlando, Florida and was founded in 2007 to support the financial growth of women. Kathleen Anish is AuraStella, Inc.'s owner ([www.mlmlegal.com](http://www.mlmlegal.com)) and founder. She graduated with a dual BA/BS degree in psychology and special/elementary education from the College of New Rochelle. She completed her masters in biological sciences from SUNY Stony Brook and taught both elementary and special education for several years.

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At age 27, she married her now-husband Paul and established Art Publishing and Framing companies. After having their fifth child, they sold their companies and started AuraStella, Inc.

#### **Impact on the Industry**

NA

#### **Discussion of Products**

AuraStella, Inc. sells .925 sterling silver jewelry found around the world and created by international designers and handcrafted by local artisans.

## Discussion of Opportunity

Hostess rewards are presented as follows ([www.mlmllegal.com](http://www.mlmllegal.com)):




*Aurastella offers incredible Hostess Rewards!*  
The more sales at your party, the more free products you will receive. You also will receive free jewelry for booking two parties. With Aurastella there is no need to wait until your booked parties are held to enjoy your jewelry rewards!

Party Sales	Reward
\$150 - \$249	15% of total sales in free jewelry
\$250 - \$449	20% of total sales in free jewelry
\$450+	30% of total sales in free jewelry
\$600+	Purchase any one item at 80% off
\$800+	Purchase any two items at 80% off

Consultant benefits are illustrated as follows:

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**Aurastella offers a true partnership with the earnings potential to prove it!**

- ★ Up to 35% Commission on Jewelry Sales
- ★ Up to 19% Bonus on 1st Level
- ★ Up to 10% Bonus on 2nd Level
- ★ Up to 2% Bonus on 3rd Level
- ★ Up to 2% Bonus on 4th Level
- ★ Rank Attainment Bonuses up to \$27,000
- ★ Car Allowance

Aurastella, Inc. offers a variety of distributor kits ([www.mlmllegal.com](http://www.mlmllegal.com)):



Basic Kit	Easy Pay Kit	Deluxe Kit	Build Your Own Kit
\$165	\$220 x 3 = \$660	\$1,595	50% off
Includes all of the basics for starting your Aurastella Business.	Includes Basic Kit @ \$160 plus \$1000 worth of pre-selected jewelry display items at 50% off.	Includes Basic Kit @ \$95 plus \$3000 worth of pre-selected jewelry display items at 50% off	Additional Items can be purchased at 50% off when you buy one of the previous kits.

Additional Display Items Available at 50% off.

## Discussion of Distributor Base and Sales Volume in U.S.

Aurastella, Inc. operates within the United States and Canada.

Company Website: <http://www.aurastella.com/>

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

[www.mlmlegal.com](http://www.mlmlegal.com)